

information port. The customized map shows him how to get from his location to the seat specified by the ticket.

**[0032]** The map example given above describes information that is both *customizable* and *localizable* because the map changes based both on both who the person is and where the person is located.

**[0033]** In the simplest of cases, the map retrieved is a generic map that is neither *personalized* nor *localized*. The generic map can be a map of the whole stadium, which everyone receives with no modification. In a more sophisticated embodiment, the event map can be *personalized* based on the ticket ID of the ticket holder. A personalized map can highlight, for example, the closest restroom, concession facilities, and the recommended parking areas based on the seat the person has purchased. Additionally, the map can also be *localized*. A localized map can highlight the relevant facilities based on where the person is currently located in the stadium. As a person wanders about the stadium, the map will highlight different sections of the facility as appropriate to current location of the person. If a person retrieves such a map from one of the information ports, that location can be automatically determined (based on the location of the information port), and the localized map can be automatically generated. The event can be both *personalized* and *localized*. If the information port is able to receive inputs such as the ticket ID, whether it is typed or scanned in, that map can be automatically personalized and localized. A *personalized* and *localized* map can show information such as how to get to a seat from where a person currently is located.

**[0034]** Another valuable amenity that can be associated with the ticket is an electronic event program. One point at which an electronic program can be downloaded is when the ticket is purchased. The person can then pay an additional amount for the electronic program. The electronic program can include the same information and graphics as an actual printed event program. This saves the program vendor the printing and distribution costs, and the charge can be added onto the ticket. A separate point at which an electronic event program can be downloaded is when the ticket receiving unit accepts the ticket from the ticket holder. This allows the user to purchase the program and wirelessly download the electronic program as they enter the event. It should be realized that the electronic acceptance of the ticket activates the opportunity to purchase the event program. The program can even be personalized. If you sit in the visitor's section, for example, a visitor's edition of the program can be downloaded. If it's determined that you are from out of town (this information can either be explicitly given or implicitly obtained such as from your billing address), advertisements targeted to tourists such as those for hotels, local attractions, and restaurants can be included also.

**[0035]** In a slightly different embodiment involving a business conference meeting hall, an "enhanced e-ticket" or, perhaps more appropriately, an "enhanced badge" could show the clients a personalized calendar, a customized map, even directions to their next meeting location based on their current location. The ticket can also allow clients to pre-order meals, arrange for proper equipment (e.g., such as projectors) to be set up in advance at their next meeting location, etc.

[0036] In another embodiment, the invention is a method for using the electronic ticket to provide amenities such as discounts and maps at an event. One step is facilitating purchasing of an electronic ticket from a networked ticketing computer 130. Another step is enabling downloading of the electronic ticket to a portable computing device having a display output 132. A following step is accepting the electronic ticket by optical communication with a ticket receiving unit 134. Yet another step is providing entry to the event or amenities to a ticket user based on the accepted ticket 136.

[0037] It is to be understood that the above-described arrangements are only illustrative of the application for the principles of the present invention. Numerous modifications and alternative arrangements may be devised by those skilled in the art without departing from the spirit and scope of the present invention and the appended claims are intended to cover such modifications and arrangements. Thus, while the present invention has been shown in the drawings and fully described above with particularity and detail in connection with what is presently deemed to be the most practical and preferred embodiment(s) of the invention, it will be apparent to those of ordinary skill in the art that numerous modifications, including, but not limited to, variations in size, materials, shape, form, function and manner of operation, assembly and use may be made, without departing from the principles and concepts of the invention as set forth in the claims.